

Message Text

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PAGE 01 MELBOU 01174 020215Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----039859 030045Z /23

R 020020Z AUG 78
FM AMCONSUL MELBOURNE
TO USDOC WASHDC
AMEMBASSY TOKYO
DOS RECEPTION CENTER HONOLULU
INFO SECSTATE WASHDC 4533
AMEMBASSY CANBERRA
AMCONSUL SYDNEY
AMCONSUL BRISBANE
AMCONSUL PERTH

UNCLAS MELBOURNE 1174

TOKYO FOR USTS

HONOLULU RECEPTION CENTER PLEASE PASS TO HISA-ADMINISTRATOR AND
TO USDOC DISTRICT OFFICE DIRECTOR (ADDRESSES PARA 4 BELOW).

E O 11652 N A
TAGS BEXP, AS
SUBJ: FY-79 CCP-CONSUMER GOODS CAMPAIGN; LARGEST AUSTRALIAN
DEPT STORE AGREES TO COMBINED HAWAIIAN CONSUMER GOODS/VISIT HAWAII
PROMOTION FOR JULY 1979

REF 77 MELBOURNE 2578 NOTAL

1. REFTEL DESCRIBES INITIAL EFFORTS MADE BY POST TO ORGANIZE
A HAWAIIAN CONSUMER GOODS PROMOTION BY A MELBOURNE DEPT STORE
AS PART OF STATE OF VICTORIA'S CELEBRATION OF BICENETENNARY OF
CAPTAIN COOK'S 1778 LANDING IN HAWAII. DUE TO POST'S REQUIRED
COMMERICAL WORKLOAD AND LONGER LEAD TIME NEEDED BY DEPT
STORE TO ORGANIZE SUCH ENDEAVOR, POST HAS NOW DECIDED NO SUCH
PROMOTION CAN BE HELD THIS YEAR AND HAS SO INFORMED THE PREMIER
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OF VICTORIA'S BICENTENNARY COMMITTEE.

2. POST ECONOFF, WHO IS ALSO NATIONAL CONSUMER GOODS
CAMPAIGN MANAGER FOR FY1978 AND FY1979 CCP (COUNTRY
COMMERICAL PROGRAM) HAS HOWEVER, OBTAINED AGREEMENT BY TOP
LEVEL OF MYER MELBOURNE LIMITED, MELBOURNE'S LARGEST
DEPT STORE, THAT IT WILL HOLD A WEEK-LONG HAWAII

PROMOTION EMPHASIZING BOTH HAWAIIAN CONSUMER GOODS AND TRAVEL TO HAWAII IN JULY 1979. THIS PROMOTION DOES NOT RPT NOT REQUIRE ANY FUNDING BY USG OR STATE OF HAWAII; CONGEN AND USICA MELBOURNE WILL SUPPORT THE PROMOTION OUT OF NORMALLY AVAILABLE RESOURCES WITHOUT SPECIAL FUNDING. MYER MELBOURNE IS PART OF MYER EMPORIUM LIMITED, AUSTRALIA'S LARGEST RETAILER (1976-77 SALES: US DOLLARS 1.1 BILLION RPT BILLION), AND DOES NOT RPT NOT NEED USG SUBSIDIARY.

3. POST PROPOSES AT THIS TIME TO ADD THIS EVENT TO BOTH FY1978 AND FY1979 CCP CONSUMER GOODS CAMPAIGNS. THIS HAS BEEN CLEARED WITH COMMERICAL ATTACHE CANBERRA:

(A) FOR FY 1978 (CAMPAIGN 4) THIS EVENT REPLACES ACTION NO 5 (REGARDING FY79 ISP AT JOHN MARTIN DEPT STORE, ADELAIDE) AS FOLLOWS:

"5. DEVELOP PLANS FOR 'HAWAII WEEK' CONSUMER GOODS AND TRAVEL PROMOTION AT MYER MELBOURNE LTD. TO BE HELD JULY 1979."

(PLACE X IN MILESTONE COLUMN FOR MARCH 31, JUNE 30, SEPT 30.).

(B) FOR FY 1979, FOLLOWING BECOMES ACTION NO 7 IN CAMPAIGN 5:

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"7. ORGANIZE AND HOLD 'HAWAII WEEK' CONSUMER GOODS AND TRAVEL PROMOTION AT MYER MELBOURNE LTD, IN JULY 1979." (PLACE X IN MILESTONE COLUMN FOR ALL FOUR QUARTERS.).

4. POST ECONOFF JAMES C CURRAN VISITED HONOLULU ENROUTE TO POST FROM HOME LEAVE IN FEB. HE DISCUSSED THIS PROJECT WITH MR JOHN S DAVIES, DIRECTOR OF USDOC DISTRICT OFFICE, SUITE 4106, NEW FEDERAL BLDG, 300 ALA MOANA BLVD/ PO BOX 50026 HONOLULU 96850 (TEL 808-546-8694). ALSO HELD DETAILED DISCUSSIONS WITH MR THOMAS S SAKATA, ADMINISTRATOR, HAWAII INTERNATIONAL SERVICES AGENCY (HISA) 910 FINANCIAL PLAZA OF THE PACIFIC, 130 MERCHANT STREET, HONOLULU 96813 (TEL 808-548-3048/TELEX 7430356). CURRAN WILL SEND SAKATA FULL DETAILS BY LETTER; SAKATA MAY WISH CONTACT MR NOLAN J KRAMER, VICE-PRESIDENT SALES OF HAWAIIAN AIRLINES (HA). LATTER BEING CONTACTED BY MR DAVID RIDDELL, HA'S SYDNEY-BASED REGIONAL MANANGER FOR AUSTRALIA-NZ, WHO IS FULLY COMMITTED TO PROJECT AND WILL PROVIDE HA'S TROUPE OF HAWAIIAN MUSICIANS, SINGERS AND DANCERS AS CENTERPIECE FOR PROMOTION. POST URGES HISA TO DO EVERYTHING POSSIBLE TO ENCOURAGE WIDEST POSSIBLE SUPPORT

OF THIS EVENT BY HAWAIIAN MAKERS OF ALL TYPES OF CONSUMER GOODS SUITABLE FOR AUSTRALIAN MARKET. MYER WILL BE SENDING BUYERS TO HAWAII IN DUE TIME. SUGGST HISA SEND US ASAP SUGGESTED NAMES, ADDRESSES AND PRODUCT LINES FOR CONSIDERATION BY MYER MERCHANDISE DIRECTOR.

5. ACTION REQUESTED: (A) USDOC - ADD EVENT TO FY78 AND FY79 CCP; (B) RECEPTION CENTER - PASS TO SAKATA (AND DAVIES FOR INFO ONLY); (C) USTS TOKYO-CURRAN DISCUSSED PROJECT WITH TOM QUINN WHO IS IN FAVOR. HOPE YOU CAN SUPPORT US WITH POSTERS, FILMS, ETC, BUT NO RPT NO BUDGET SUPPORT NEEDED. WILL ADVISE FURTHER DETAILS.

6. COMMENT: POST BELIEVES THIS MAY BE THE FIRST EVER UNCLASSIFIED

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LHSG-INSPIRED COMMERICAL PROMOTION AGREED TO BY MYER MELBOURNE; AS SUCH IT REPRESENTS A SIGNIFICANT COMMERICAL BREAKTHROUGH.
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NNN

Message Attributes

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Current Classification: UNCLASSIFIED
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Draft Date: 02 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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From: MELBOURNE
Handling Restrictions: n/a
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Legacy Key: link1978/newtext/t197808107/aaaadmes.tel
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Litigation History:
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TAGS: BEXP, AS
To: COM TOKYO
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